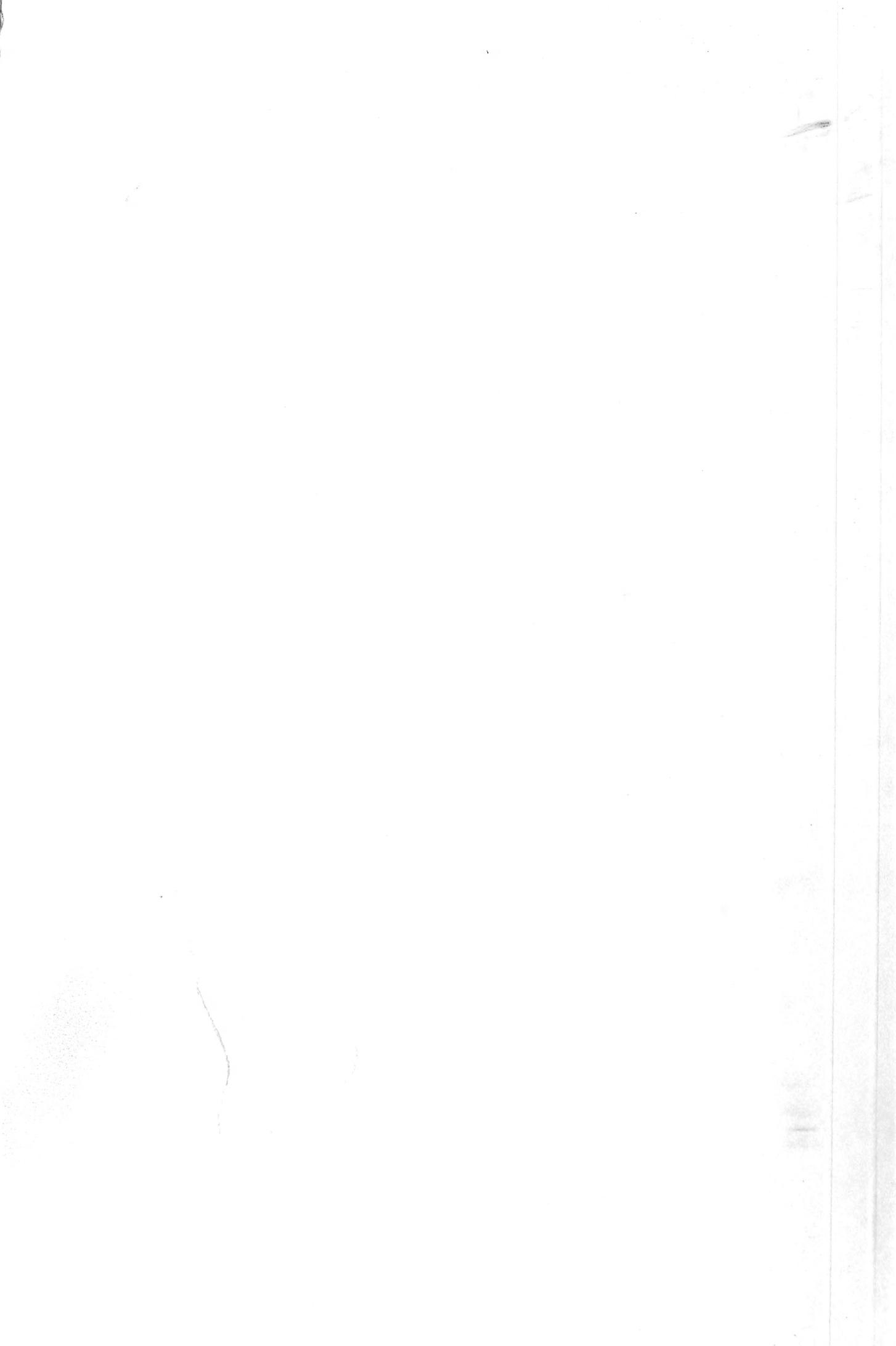


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CHARLES F. GARDNER, Pres.
President of the Iowa State and Northeastern
Iowa Horticultural Societies for three years in succession

CLARK E. GARDNER,
Vice Pres. and Treas.

GROWERS OF
BLIZZARD BELT
NURSERY STOCK

ORIGINATORS OF
THE GARDNER
STRAWBERRY

The Gardner Nursery Company

OVAL & MOSTER, LTD., LTD.

CAPITAL STOCK \$50,000
ESTABLISHED 1869
INCORPORATED 1901

Osage, Iowa, JUL 2 1912

SUBJECT:
A PERSONAL GIFT OF A "BLIZZARD BELT" ADVERTISING
ORCHARD AND WINDBREAK.

Would you like large luscious strawberries on your table all through the summer and fall months?

No question about that and so we feel sure that you will be interested in hearing about a new race of summer and fall bearing types of this most delicious fruit.

They are strong summer and fall bearers fruiting continuously from June until stopped by freezing weather in fall. Berries are of good size and of most delicious flavor, selling on the markets at from 20¢ to 30¢ a pint. Our fields of plants set in spring of 1911 were loaded all through the summer and fall months of same year with fruit in all stages of development. We have often counted from 50 to 200 berries and blossoms on a single plant at one time. Not only the old plants fruit, but the young runners of same year's growth are also loaded. They commence fruiting when from four to six weeks old. Our fields this season are even better than last year.

Plants of these remarkable Summer and Fall EVERBEARERS, set on your place this summer, will begin fruiting within a month after planting and if you do not remove the blossom stems they will continue all through the summer and fall, until stopped by severe freezing weather. I know that this sounds too good to be true, but nevertheless it is a fact as hundreds of people who have seen our newly summer planted fields in full fruiting, during the fall months of the same year, will testify. We supply our home markets with ripe berries all through August, September, and October, picked from fields that were planted in spring and summer of same year. To get the very best results we advise picking off all fruit stems from newly set plants until they commence to send out runners. This gives the plants a chance to become rooted and will insure you a good crop of fruit from then on until stopped by severe freezing weather. Our EVERBEARING plants are all direct descendants of the original PAN AMERICAN variety and have no foreign or ALPINE blood in them. They are strictly AMERICAN product and must not be treated as a novelty of which people soon tire. In our opinion, this new race of SUMMER AND FALL EVERBEARING STRAWBERRIES is the greatest acquisition in plant life that has been developed in the past century. The blooms are extra HARDY and THRIFTY and will withstand a hard frost, that would kill common blossoms, without being injured. After the hard freezes late in spring of 1910, we had a full crop of berries at regular strawberry time, on our EVERBEARING fields, while the fruit on the common sorts like Dunlap, Warfield, etc., was killed outright. Then our EVERBEARING fields commenced ripening fruit again the latter part of July in that same year and continued fruiting heavily until November 2d, the date of our first freezing winter weather.

These new named varieties of SUMMER AND FALL EVERBEARING STRAWBERRIES are not tender, hot-house products. Our plants are all growing in the open fields and are treated exactly the same as our common varieties. Our location here in the "BLIZZARD BELT" of Northern Iowa insures hardiness of all of our trees and plants. Last winter the mercury went to 38 below zero, and it has been known to go down to 45 below, since our nurseries were established, in 1869. During the summer we are subject to the other extreme and have long, dry, hot spells, with thermometer sometimes going up as high as 110 degrees above zero, in the shade. Trees and plants grown under such climatic conditions must be hardy and vigorous, and ours will not only succeed in the far north, but their hardiness and vigor enables them to succeed and withstand the hot, dry weather of the southern and western states.

We will not have plants of the named varieties of AMERICAN EVERBEARERS to offer for general sale until 1913, as they are very scarce and we are planting a large field for ourselves. However, after studying over the matter we have decided that it would be policy to place a few more of our plants in various parts of the country this summer, so as to give more of the people a chance to see them growing and fruiting all through the summer and fall and thus help to advertise and create a big demand for the plants when ready to offer them for general sale.

We expect to spend a large sum of money in advertising these wonderful SUMMER AND FALL EVERBEARERS in the agricultural and horticultural papers. To supplement our advertising campaign and to have some of these valuable plants growing and fruiting in your part of the country, we have decided to offer you a PERSONAL GIFT of a MODEL ADVERTISING ORCHARD, if you will help us to show what these plants will do in your vicinity. There are 118 of our best HARDY "BLIZZARD BELT" fruit trees, etc. in this MODEL ADVERTISING ORCHARD. They are of the tried and tested varieties that we know would succeed with you, and many are such as agents would ask from 50 cents to \$1.00 each and they would easily get

GUARANTEE:—Your money back any time within one year if our new named varieties of SUMMER and FALL BEARING STRAWBERRIES PERPETUAL MOTION, AMERICUS, SUPERB, PRODUCTIVE, IMP. AUTUMN, PAN AMERICAN and AMERICAN HYBRIDS do not bear loads of large luscious berries all through summer and fall months, provided our simple cultural directions are followed.

from \$15.00 to \$20.00 for the entire Orchard. We want more of our "BLIZZARD BELT" FRUITS growing in your vicinity and if you will help us advertise our new Strawberries and other stock you get the 121 trees and plants, FREE, delivered to your R.R. station this fall, all charges paid in full.

After carefully considering what would be best for you and at same time make a good advertisement for us, we have selected the following hardy trees and plants, which, for convenience, we designate as MODEL ADVERTISING ORCHARD B-1.

OUR GIFT TO YOU.

- 5 COMPASS CHERRY trees, 3 to 4 ft. Will fruit next year.
- 5 LONG SCION GRAFTED APPLE trees, 3 to 4 ft. Extra good sorts.
- 5 JAP.-AMERICAN PLUM trees, Will commence fruiting second year out.
- 5 HYBRID PLUM trees, 2 yrs. Early bearers of extra choice plums.
- 10 RASPBERRY plants. Best varieties for early fruiting.
- 50 ASPARAGUS plants. The kind you can cut up to July 4th.
- 6 RHUBARB. Makes large stalks for cooking first year
- 10 Assorted Flowering plants. Worth 40 cents each. Very beautiful.
- 10 EVERGREENS, 1 ft., up. Fine for hedge, street or windbreak planting.
- 10 Assorted quick growing SHADE TREES, 1 to 5 ft. tall.
- 1 ENGLISH HAZELNUT for testing, bears the Filberts you buy in the stores,
- 1 SPANISH CHESTNUT for testing, a large sweet eating Chestnut.

The entire 118 of our best HARDY "BLIZZARD BELT" trees and plants, well worth \$15.00, free, with all charges paid, if you will help us to advertise and introduce our new American Hybrid Everbearing Strawberries by showing how they will grow and fruit in your part of the country.

Our regular catalogue price of the named varieties AMERICAN HYBRID EVERBEARERS, will be from \$15.00 to \$25.00 per 100. At first thought this price may seem high, but remember, we have put in years of time and expended thousands of dollars in perfecting this new race of SUMMER AND FALL EVERBEARERS and as yet have but few of the plants for sale at any price. Five years ago we ourselves would have gladly paid at rate of \$5.00 a plant to get a start of them had they been obtainable. To get them introduced in your vicinity we offer to send you 100 plants of the named varieties of SUMMER AND FALL EVERBEARING STRAWBERRY, delivered to your town with all charges paid, for only \$10.00. Further, if you will accept this offer at once we will make you a PERSONAL GIFT of the MODEL ADVERTISING ORCHARD B-1 as described above, and also guarantee the strawberry plants to bear loads of berries all through the summer and fall months or refund your money at any time within one year. After this date the named varieties covered by this money-back guarantee are Perpetual Motion, Americus, Superb, Productive, Improved Autumn, Pan-American and American Hybrids.

This is a personal offer made to you for the purpose of securing your help in quickly introducing these new named varieties of Summer and Fall Everbearing Strawberries in your part of the country. I hope you can take advantage of it and that you will fill out the Post Card Coupon and return to us at once. As soon as your friends see these wonderful plants growing and fruiting they will want some of them and here is where we both will profit from the plan, as we promise to give you 25% CASH REBATE on all orders that your friends send to us through your influence.

SEND NO MONEY NOW. You can pay the small charge of \$10.00 in installments. Five dollars when the 100 Summer and Fall Bearing Strawberry plants reach you in good condition this summer and the other five dollars when the Free Advertising Orchard arrives in good condition in the fall. The entire \$10.00 being our special price for the 100 Guaranteed Summer and Fall Bearing Strawberry plants. The \$15.00 Advertising Orchard going to you FREE, with our compliments. The strawberry plants would go to you by mail postpaid, and the Advertising Orchard by prepaid express.

Should it be impossible for you to accept our offer for this summer and fall shipment, but could do so for delivery in spring, 1913, we will extend the offer, provided you fill out and send us the Acceptance Post Card at once so we will know what to plan upon. If you want spring shipment, just write SPRING, 1913 DELIVERY along one side of the Post Card and we will understand.

Thanking you in advance for an early answer and with a cordial greeting across the miles, we remain,

Sincerely yours,
THE GARDNER NURSERY COMPANY,
CHARLES F. GARDNER, President.

SPECIAL:

We have some other new varieties of Strawberries and Fruits that we would like to have tested in your part of the country. If you can accept our offer as above and will fill out the Post Card and return to us right away, we will be glad to include some of these New Varieties in your shipment without additional charge. All we ask is that you report to us as to how they succeed with you.